

CLAIMS

5 What is claimed is:

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A method of tracking consumer data for a consumer product offered for sale by a provider using a disaggregated database comprising the steps of:

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a) Assembling an individual database for an individual consumer which individual database includes purchasing data for the individual consumer relating to the consumer product;

b) Extracting the purchasing data from the consumer's individual database;

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c) Sending extracted consumer purchasing data to a data collection center controlled by the provider of the consumer product;

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d) Analyzing the extracted purchasing data at the data collection center; and

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e) Based on the analysis, communicating customized information from the provider to the consumer from which the purchasing data was collected.

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2. The method of Claim 1, wherein the step of assembling further includes the steps of:
- 5 a) Providing the consumer with a data acquisition device;
- 5 b) assigning a product code to the consumer product;
- 10 c) attaching a product identifier device to the consumer product for communicating the product code to the consumer data acquisition device;
- 10 d) Activating the product identifier device within the vicinity of the consumer's data acquisition device; and
- 15 e) Acquiring the product code with the consumer's acquisition device.
- 15 3. The method of Claim 2, wherein the product identifier device is selected from the group consisting of a magnetic medium, a magnetic media write device, an RFI tag, an RFI tag transmitter device, a bar code label, a compact disk, a DVD disk, a hologram, and an alpha numeric serial number label.
- 20 4. The method of Claim 2, wherein the data acquisition device is selected from the group consisting of an RFI tag, a magnetic medium, an RFI tag reader with memory, a magnetic medium reader with memory, a bar code reader with memory, and a digital computer.

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5. The method of Claim 1, wherein the extracting step further includes
the steps of:
- 5 a) Providing the individual consumer with a data acquisition
device which can acquire and store purchasing data for the
individual consumer relating to the consumer product; and
- 10 b) Polling the consumer's data acquisition device by a terminal
device; and
- 10 c) downloading the consumer's purchasing data to the collection
center.
15. The method of Claim 5, wherein the product identifier device is
selected from the group consisting of a computer readable medium,
an RFI tag, a bar code label, and an alpha numeric serial number
label.
20. The method of Claim 5, wherein the data acquisition device is
selected from the group consisting of an RFI tag reader with
memory, a bar code scanner with memory, a personal data assistant,
and a personal computer.
25. The method of Claim 7, wherein the terminal device is selected from
the group consisting of the RFI tag reader linked to a
communications network, the bar code scanner linked to a
communications network, the personal data assistant linked to a
communications network, and the personal computer linked to a
communications network.
30. The method of Claim 5, wherein polling of the data acquisition device
by the terminal device occurs at a point of sale of the consumer
product and the customized information is communicated by the
terminal device to the consumer at the point of sale.

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- 10. The method of Claim 5, wherein polling of the data acquisition device by the terminal device occurs at a point of sale of the consumer product and the customized information is communicated to the consumer at a location remote from the point of sale.
 - 11. The method of Claim 1, wherein the purchasing data is extracted at a point of sale of the consumer product and the customized information is communicated to the consumer at the point of sale.
 - 12. The method of Claim 1, wherein the purchasing data is extracted at a point of sale of the consumer product and the customized information is communicated to the consumer at a location remote from the point of sale.

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13. A system for tracking consumer data for a consumer product offered
for sale by a provider using a disaggregated database comprising:
- 5 a) Data acquisition device carried by an individual consumer for
 assembling an individual database for the individual consumer
 which individual database includes purchasing data for the
 individual consumer relating to the consumer product;
- 10 b) A terminal device for extracting the purchasing data from the
 consumer's individual database on the data acquisition device;
 and
- 15 c) a data collection center controlled by the provider of the
 consumer product for receiving the extracted purchasing data
 from the terminal device via a communications network,
 which collection center includes a computer for:
- 20 (1) Analyzing the extracted purchasing data at the data
 collection center; and
- 25 (2) Based on the analysis, communicating customized
 information via one or more terminal devices from the
 provider to the consumer from which the purchasing
 data was collected.
14. The system of Claim 13, further including:
- 25 a) a product code attached to the consumer product; and
- 30 b) a product identifier device attached to the consumer product
 which identifier device when activated within the vicinity of
 the data acquisition device communicates the product code to
 the consumer data acquisition device;
15. The system of Claim 14, wherein the terminal is a point of sale
30 terminal and supplies purchasing data to the data acquisition device
 at the time the product is sold to the consumer.

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- 5 16. The system of Claim 13, wherein the product identifier device is selected from the group consisting of a computer readable medium, an RFI tag, a bar code label, and an alpha numeric serial number label.
- 10 17. The system of Claim 13, wherein the data acquisition device is selected from the group consisting of an RFI tag reader with memory, a bar code scanner with memory, a personal data assistant, and a personal computer.
- 15 18. The system of Claim 13, wherein the terminal device is selected from the group consisting of the RFI tag reader linked to a communications network, the bar code scanner linked to a communications network, the personal data assistant linked to a communications network, and the personal computer linked to a communications network.
- 20 19. The system of Claim 13, wherein the terminal device is a point of sale device and extracts the purchasing data from the data acquistion device at a point of sale of the consumer product and communicates the customized information to the consumer at the point of sale.
- 25 20. The system of Claim 13, wherein the terminal device is a first terminal device that is a point of sale device and extracts the purchasing data from the data acquistion device at the point of sale occurs at a point of sale of the consumer product and the customized information is communicated by a second terminal device to the consumer at a location remote from the point of sale of the consumer product.

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21. A method of tracking consumer data for a consumer product offered for sale by a provider using a disaggregated database comprising the steps of:
- 5 a) providing the consumer with a data acquisition device;
- b) assigning a product code to the consumer product;
- c) attaching a product identifier device to the consumer product for communicating the product code to the consumer data acquisition device;
- 10 d) activating the product identifier device within the vicinity of the consumer's data acquisition device;
- e) acquiring the product code with the consumer's acquisition device;
- f) extracting the purchasing data from the individual database; and
- 15 g) analyzing the consumer database.

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